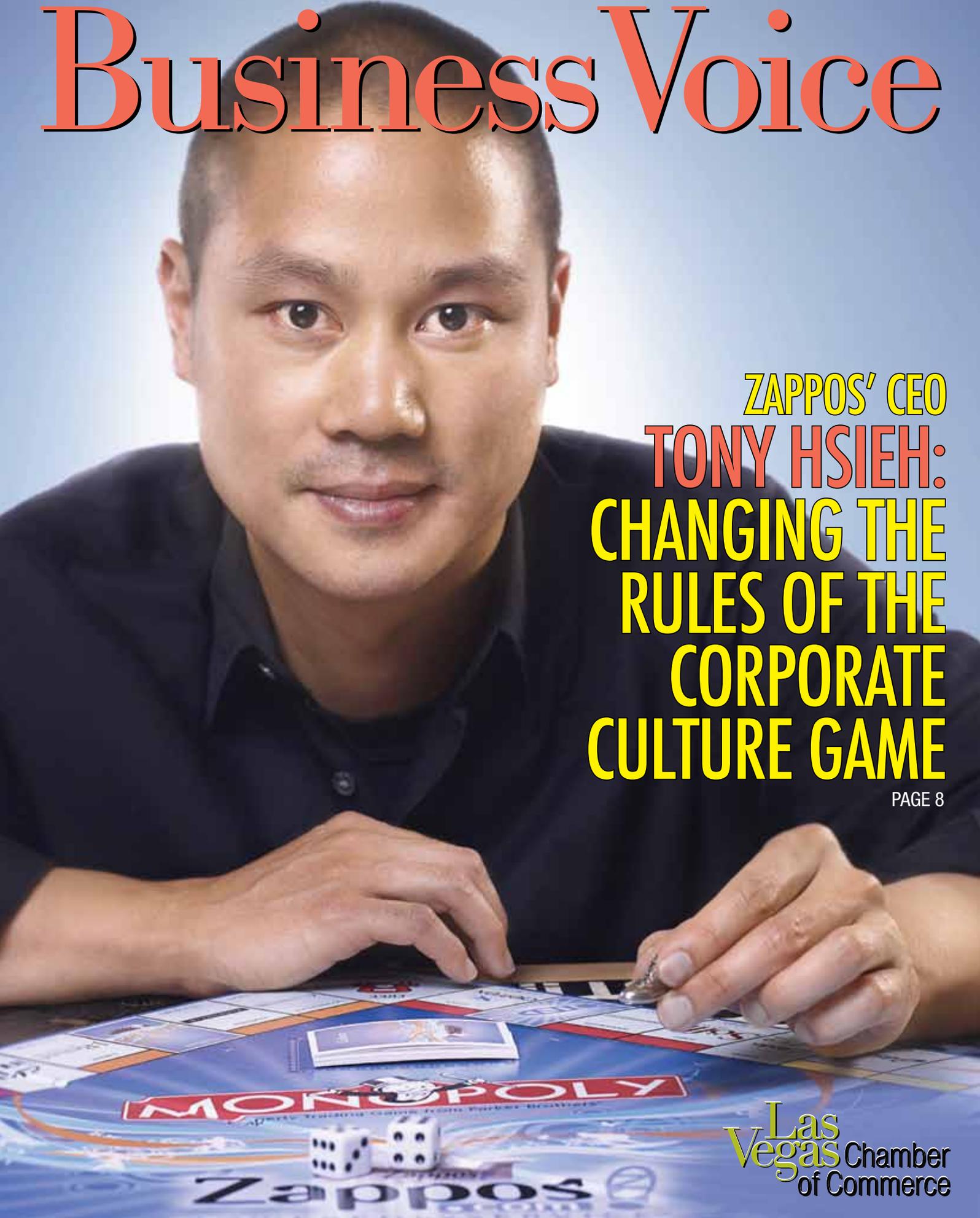


Business Voice



ZAPPOS' CEO
TONY HSIEH:
CHANGING THE
RULES OF THE
CORPORATE
CULTURE GAME

PAGE 8



Exclusive Rates on the **NEW** Business Insurance Plan for Chamber Members.

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*Workers' Compensation is required by the State of Nevada,
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Las Vegas Chamber
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President's Message



Notice anything different? You should. This is the first issue of the entirely redesigned *Business Voice*. In it you will find some new features, such as this regular monthly column, and new, topical articles on the most innovative and successful business practices in our area. Of course, you also will continue to find the many features that readers of the *Business Voice* have come to enjoy and anticipate.

We are proud of this new design, which was done entirely in-house by the Chamber's remarkably talented staff. Keith Lee, our senior artist, accomplished the redesign and deserves congratulations for a job very well done.

This month, our cover feature story is about Tony Hsieh, the CEO of Las Vegas Valley-based *Zappos.com, Inc.* Tony's book, *Delivering Happiness: A Path to Profits, Passion, and Purpose (Business Plus)*, was published this summer and it quickly became a *New York Times* #1 business/advice best seller. It tells the remarkably different story of Tony Hsieh's approach to motivating his employees and building his highly successful business model. As anyone who has ever gone on the tour of the Zappos workplace will tell you, theirs is a fresh and appealingly creative way to operate a modern corporation.

And there is a message in that for all of the businesses in Las Vegas. This "Coolest City in America" (according to a *Forbes* magazine survey) also is the nation's most creative and entrepreneurial place. The high degree of creativity is obvious in the architecture and design along the Strip and at the World Market Center, but it also resides in less public corporate offices. That creativity and entrepreneurial spirit will form the basis for the expansion and diversification of our economy. And that's why we wanted to highlight it on our first re-designed issue of the *Business Voice*.

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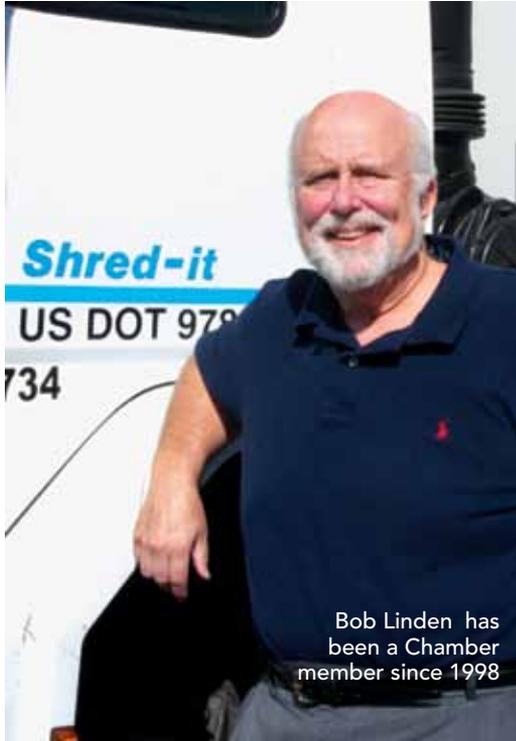
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Bob Linden has been a Chamber member since 1998

“Extremely pleased!”
 “Ecstatic!”
 “Tremendously thrilled!”

By Bob Linden, owner, Shred-It Las Vegas

Wow! This type of customer response will brighten anyone's day, especially in the midst of a gloomy economy. Our newest initiative, comingled recycling services for offices, caused this latest feedback. I know that we have all struggled during these tough times, so when customers go out of their way to express their thrill of doing business with you, it is

even more meaningful.

Here's the story of what led to the creation of this newest service offering from Shred-it.

As part of the self-assessment and application process that led to being named the Chamber's

2008 Green Business of the Year, everyone on our team felt we should have an aggressive recycling program within our office in addition to recycling the confidential material (documents, hard drives) we shred for our customers. The team felt that it wasn't enough just to “be green”; we needed to raise the bar higher and become “greener”.

Recycling services for businesses were not available from Republic Services so we purchased colorful recycling containers and proceeded to periodically take deposited items directly to a recycler for processing. It was a great morale booster and everyone on the team was proud of the fact that we were recycling, even though the services “weren't available for businesses”.

About a year ago, we had another brainstorming session about what we could do to better meet the

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Chamber News



Learn how to give “Presentations with Punch!” at September 8 Business Education Series

Darren LaCroix will be the featured speaker at the Chamber's September 8 Business Education Series, “Win ‘em over! Presentations with Punch!” This program will teach you how to bring your presentations to life. You will learn what makes and breaks a presentation, where and how to use humor and how to breathe life into boring speeches. You will also learn:

- The biggest killer of presentations, and how to avoid it
- The most common mistakes presenters make
- The crucial elements of a powerful presentation that most speakers leave out

LaCroix is an in-demand keynote speaker who has inspired audiences in Malaysia, Taiwan, Abu Dhabi, Saudi Arabia and Singapore. Don't miss this opportunity to learn a skill that will serve you throughout your entire professional life. 

Business Education Series

Wednesday, September 8

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, Town Square

7:00 – 7:30 a.m.; Registration & networking:
7:30 – 9:00 a.m. Program:

- \$30 for Chamber members with a prepaid reservation
- \$45 for non-members with a prepaid reservation
- \$50 for walk-ins
- Week of event price is an additional \$5

RSVP: Register at lvchamber.com or call 702.641.5822 and ask for Member Services.

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Get ready to celebrate small business



The Chamber will announce new programs and services on September 13 to help business come back

While there's no down-playing the tremendous impact the slow economy has had on small business owners, the Las Vegas Chamber of Commerce is gearing up to roll out several new programs and services that provide member-focused, low or no-cost means for helping small businesses get back on their feet. The goal? Rebuild your business and rebuild the economy.

Coming on September 13, the Chamber will launch a slate of new offerings designed to help small business members network more effectively, establish and build productive new business relationships and utilize more effective marketing tools. In addition, the Chamber will offer several new tools to give members the help and resources they need. Forget business as usual... this is business on overdrive!

"The Chamber has always been an advocate for small business, but what we're taking things to a whole new level," explains Matt Crosson, president and CEO of the Chamber. "The Chamber is giving members and the community innovative new tools to network, to market products and services, and to access the help and resources they need."

The Chamber will officially introduce its new programs and services at a special media event on Monday, September 13. The week of September 13 will be devoted to celebrating the enduring spirit of small businesses, culminating in the presentation of the Small Business Excellence Awards on Thursday, September 16.

The wide-array of new programs and services include:

- Easy-access resources to give businesses the help and expertise they need
- Effective tools for marketing to new customers
- Innovative ways to network and build relationships

"The Chamber is celebrating the crucial role small businesses play in job creation and our economy. Small businesses are responsible for the lion's share of net new jobs and that's not something to take lightly. For our economy to recover, small businesses need to thrive. We are encouraging everyone to step up and do everything they can to support local businesses, support our local economy, and support local jobs. Rebuilding our economy will take time, but it is time that we begin our economic come back" says Crosson.

Chamber members can expect to receive daily emails during the week of September 13 that provide details on each of the new programs and services being introduced. We'll also provide expanded information in future editions of *The Business Voice*. Stay informed by visiting www.lvchamber.com. 

Rebates For You!

Learn how you can make energy decisions that are *Smarter Greener Better* for you, your business and the environment.

Residential Weatherization Rebates

Windows, attic and floor insulation:

Available Rebates —
\$0.35 – \$0.95/SqFt. on qualifying installation.

Duct sealing and insulation:

Available Rebates —
\$475 on qualifying installation.

Rebates For Your Home!

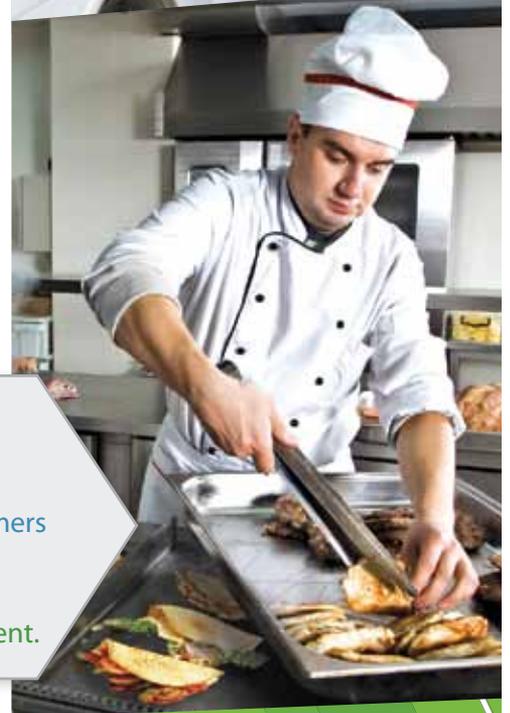
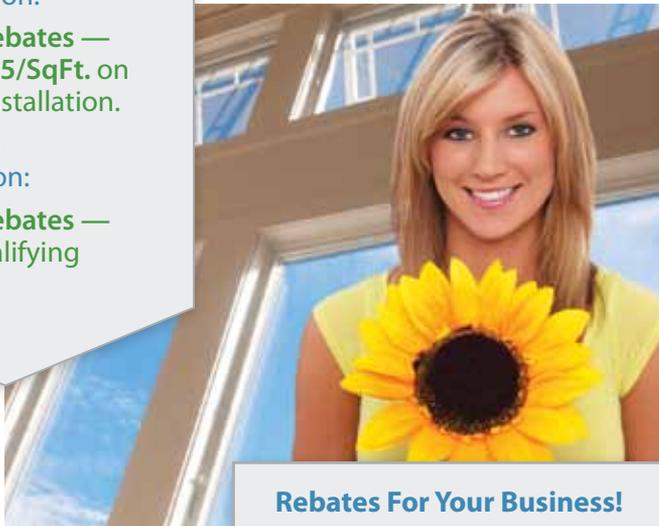
Residential equipment rebates are available on these items: natural gas storage and tankless water heaters, clothes washers, natural gas clothes dryers, programmable thermostats, and smart low-flow showerheads.

Available Rebates —
\$20 – \$200 on qualifying equipment.

Rebates For Your Business!

Commercial equipment rebates are available on these items: natural gas storage water heaters, griddles, steamers fryers and combination ovens.

Available Rebates —
\$550 – \$2,500 on qualifying equipment.



Please visit us at www.swgas.com/efficiency/nv or call **1-800-654-2765**, to determine product eligibility and to receive a rebate application.



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TONY HSIEH: Game-changer plays by his own rules



Photo: Francis + Francis
www.francisandfrancis.com

Tony Hsieh, 36-year-old entrepreneur and CEO of Zappos.com Inc., has created a unique “brand” culture, which has changed the rules of the game.

It's a long journey from being a worm-farmer at the tender age of nine to becoming CEO of one of the largest apparel companies on the Web. But Tony Hsieh, CEO of *Zappos.com*, Inc., has created more than a company. The 36-year-old entrepreneur has built his organization by making customer service the hallmark of the *Zappos.com* brand. In his new book, *Delivering Happiness: A Path to Profits, Passion, and Purpose*, Tony outlines his unique journey, and describes the path to creating a company culture that embraces weirdness, growth and family spirit totally unlike any other company around. The purpose? To drive the bottom line by delivering the best service possible to customers and exceeding their expectations.

The Business Voice caught up with Tony to get his insights on entrepreneurship, brand-building and the future of Las Vegas.

Q: What is your advice for staying passionate about your business on a continuous basis in the face of the current economy and uncertainty?

Tony Hsieh: Make sure that the people in your company are people that you would choose to be around even if you weren't in business together, and make sure that for whatever it is that you're doing, the primary motivator for doing it isn't money -- it's because you're truly passionate about what you're doing and would be happy doing it even if you never made money from it.

Q: Your path as an entrepreneur began when you were nine years old, and has continued throughout your career. Now that *Zappos.com* is a multi-billion-dollar company with hundreds of employees, how do you continue to think like an entrepreneur?

Tony: I think the entrepreneurial spirit is about being able to combine creativity with optimism and constantly adapting to change. At Zappos, we're always experimenting with new ideas, and we're not afraid to make mistakes, as long as we learn from them.

Q: Who are your heroes?

Tony: Growing up, one of my favorite TV shows was MacGyver. He would never quite have the tools that he would ideally want, but could take a paper clip, a match, and duct tape and build an airplane out of it. To me, being an entrepreneur is all about playing MacGyver, but for business. You never quite have all the resources that you'd ideally like, but you still have to figure out how to make things work out.

Q: You started out as a small business owner. What is your best advice for small business owners to drive their businesses and come out ahead?

Tony: Focus on delivering the absolute best customer service and customer experience. Instead of worrying about marketing, focus more on repeat customers and getting them to be so thrilled by your service or product that they naturally want to tell their friends and family about their dealings with your company.

Q: You enjoy playing poker. How would you apply your poker strategy to a business strategy in these economic times?

Tony: If you never make any mistakes (or lose a hand), then you're not taking enough risks.

Q: What are you passionate about today?

Tony: Company culture and customer service.

Q: You have an approach to motivating your employees that is different from most business executives. How did you come by that approach and why do you think it works?

Tony: A lot of companies focus on "motivating" employees through different methods. You can motivate employees through incentives. You can motivate employees through recognition. You can also motivate employees through fear.

Our belief, however, is that there is a huge difference between motivation and inspiration. If you can inspire your employees through a vision that has a greater purpose beyond money, profits, or being #1 in a market, and if you can inspire

your employees through a culture where the core values of the company match their own personal values, then you can accomplish so much more, and you don't really need to worry about the motivation part of it.

Q: Most people agree that Las Vegas should diversify its economy. How do you think we should go about doing that?

Tony: Build more of a community for entrepreneurs.



Zappos.com is considered the "King of Customer Service" in the online retail world.

Photo: Francis + Francis
www.francisandfrancis.com

Q: What does Las Vegas need to do to attract and retain in our workforce the kinds of creative people that new companies will be looking for?

Tony: Help build out an area of town (such as downtown Las Vegas east of Fremont Street) that has more of a local arts and culture focus with non-gaming bars and lounges (such as Downtown Cocktail Room and Griffin). If the area can get to a critical mass and is authentic, it'll attract the creative younger people.

Q: A survey by Forbes magazine found Las Vegas the "coolest" city in America, tied with New York. What do you think makes Las Vegas cool and how can we build on that to expand our economy?

Tony: It's always changing, which is part of the appeal for me as a resident. I hope that Las Vegas never loses that. **LV**

Member News

Coming Events

Nevada Title Company and its affiliate Nevada Construction Services are hosting their 2nd annual back-to-school supply drive. From now until September 10, drop off school supplies and travel-size toiletries to benefit the Clark County School District Focus School Project.

National Technical Institute's fall training program in air conditioning, refrigeration and heating will begin on September 1, and run through December 16. Classes are held on Monday – Thursday evenings from 5:00 – 9:00 p.m. 702.948.9000 or visit www.ntitraining.net.

Nevada Cooperative Extension will begin its Fall 2010 Master Gardener Training classes on September 13, and will be held from 9:00 a.m. - Noon on Monday, Wednesday and Friday mornings. www.unce.unr.edu or call 702.257.5501.



LargestMixer.com will host Las Vegas' Largest Mixer VI, a collaboration of Las Vegas area businesses, on Wednesday, September 22, from 5:00- 9:00 p.m. at the Plaza Hotel &

Casino. www.LasVegasMixer.com

Congratulations

Cox Communications received the 2010 North American Price Performance Value Leadership Award by national research firm Frost & Sullivan for its video service.

Mark Richards is the winner of **AARP Nevada's** Las Vegas Business Expo contest on "What you want to be when you grow up." He was awarded a Flipcam and his video is posted at www.facebook.com/aarpnv.

Colliers International – Las Vegas was named "Philanthropic Business of the Year" by *InBusiness Las Vegas*. The company was recognized for its 15 years of supporting Southern Nevada children's charities through its Links for Life Golf Tournament.

Southwest Gas Corp. received the Industry Leader Accident Prevention Certificate award from the American Gas Association for the tenth consecutive year.

Steve Schorr, vice president of public and government affairs for **Cox Communications-Las Vegas**, was honored with the J. Pat Finley Child Protection Lifetime Achievement Award at the annual State



Clearinghouse/Non Profit Organization National Conference.

Community Service



MGM Resorts Foundation awarded a \$12,250 grant to

Spread the Word Nevada, a local nonprofit children's literacy program. The grant will assist the Breakfast with Books program.

Quality Towing participated in the Las Vegas Metro Police Department's Safety Fair. The event helped inform the public on various safety tips, items and procedures.

Announcements



NV Energy's Sure Bet program is offering a special, limited time program that provides free compact fluorescent light bulbs to eligible NV Energy business customers. To order the free light bulbs, go to www.nvenergy.com/surebetcf

In an effort to conserve natural resources, **Nevada State Bank** is donating \$1 to plant trees in Nevada for each account that is

Anniversaries



The Las Vegas Chamber of Commerce congratulates Credit Bureau Central, Inc. on its 82 years of membership.

+20 Years

Credit Bureau Central, Inc.	82
Young Electric Sign Co. (YESCO)	59
Kaercher & Associates Insurance Brokerage Inc.	49
Las Vegas Paving Corp.	49
Nevada Dept. of Transportation	42
Jim Marsh Automotive	39
Vegas PBS	30
Nathan Adelson Hospice & Foundation	28
Desert Radiologists	26
Las Vegas Events, Inc.	25
A Scenic Outdoor Wedding	23
Health Plan of Nevada	23
Goodwill of So. NV, Inc.	22
Las Vegas Area Council, BSA	22
Kafoury, Armstrong & Co.	21
Nigro Development	21
Safe Nest	21

15 Years

Cirque du Soleil (US), Inc.
Desert Rehabilitation Center
RE/MAX Associates-Carol Kilgore

10 Years

Body Remedies
Bookkeeping USA
BookLovers
Michael Braunstein, MD
Compton Dancer Consulting, Inc.
Dezigns By Michelle
Holiday Cruises & Tours
Holiday Realty-John Horvat Jr.
MAAMA Multi-Disciplinary Academy of Affiliated Medical Arts, LLC
MCC Hospitality dVino & DNC, LLC
Midnight Printing
Nova Dental, Inc.
Sara, John, & Co., Ltd.
Territory, Inc.-Terri Sturm

Ventura Enterprises Investment & Development, Inc. - Lic. # 46240
Western Pacific Partners

5 Years

2 Way Decor
All Star Balloons, Inc.
Anthem Blue Cross and Blue Shield
B2 Developer Services
Bob's East Side Deli
International Events
K & K Professional Cleaning Co.
Larson & Stephens
Mack Realty
Mountain Falls Golf Club
Passion Parties
Professional Management Center, Inc. dba: William Hunter & Assoc.
Regal Financial Bank
Stage America, LLC
Subway
Terra Ranch, LLC
West Valley Mobile Home Park

registered to receive electronic statements during National Shade Tree Week in October.

University of Phoenix, Las Vegas campus, announces that Dr. Carol Foster is the new campus college chair of the College of Education, and Dr. Allison Pashley is the new campus college chair of the College of Social Sciences.



City National Bank hired Jeff Jarvis as vice president and business development officer for its Commercial Banking Services group.

Darik Volpa, founder and CEO of *Understand.com*, joined the board of directors of **NCET-Nevada's Center for Entrepreneurship and Technology**.



Matthew D. Saltzman, a shareholder at **Kolesar & Leatham** law firm, was appointed by the U.S. Commission on Civil Rights to its Nevada State Advisory Committee.

Desert Radiologists welcomed Dr. Howard Francois as a musculoskeletal imaging specialist.

Soirees Catering hired Stephanie Detwiler and Angela Pacelli as part of its event sales staff.

YMCA of Southern Nevada is joining with YMCA's across the country to rebrand the organization, including now being officially known as "the Y".

Bates International, a privately owned RV rental franchise, is now on Twitter, Facebook and YouTube.

Ashley Furniture Homestores announced the grand opening of its third store in Las Vegas. The more than 100,000-square-foot downtown Las Vegas showroom is located at 91 South Martin Luther King Blvd.

Absolute Insurance Service, Inc. has relocated to the Riley Building, located at 4175 S. Riley Street, Ste. 200; Las Vegas, NV 89147.

Commercial Executives represented ITT Technical Institute in its relocation to a new 17,000-square-foot facility in North Las Vegas.



Tasty Cravings hand made gourmet chocolates and unique gifts will be featured in the **Bellagio's** Tutto gift shop.

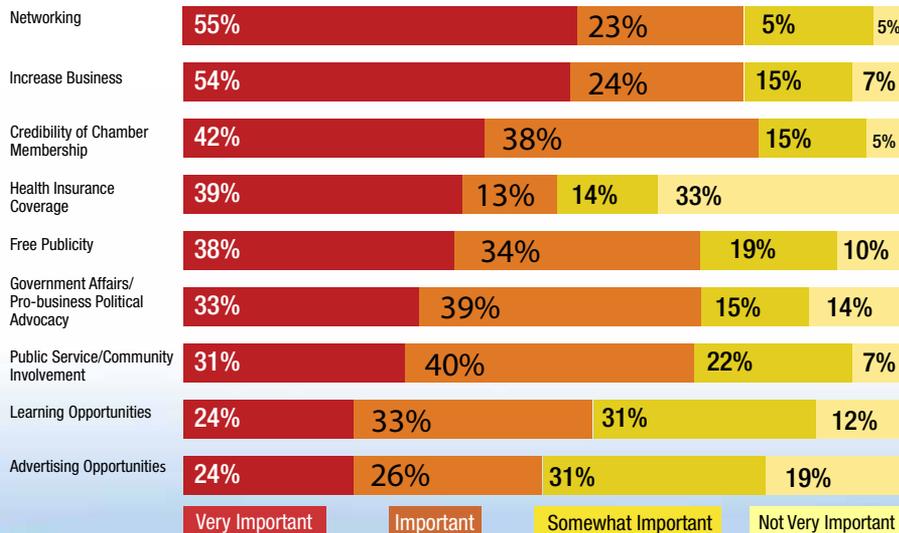
Geotemps, Inc., a recruiting and staffing company, has opened a Las Vegas office. The company is located at 2620 Regatta Drive, Ste. 102; Las Vegas, NV 89128.

Wheeling and Dealing

MountainView Hospital announced a \$34 million expansion and renovation that will expand its emergency room, add a 12-bed intensive care unit, and renovate its 72-bed medical surgical unit.

By the Numbers

Why did you join the Las Vegas Chamber of Commerce?



Did you know...

43%

of the members that answered our survey have been in business more than 20 years.

56%

of survey respondents have one to 10 employees.

25%

of survey respondents are women-owned businesses.

24%

of survey respondents have been members of the Chamber for more than 20 years.

69%

of those that answered our survey also market their business on Facebook.



Source: 2010 Las Vegas Chamber of Commerce Annual Membership Survey, July 2010

Get your free on

Finding it for free is easier than you think

Each month in the *Business Voice*, we'll feature free programs or services in Las Vegas that can help you grow your business.



Nevada Small Business Development Center

www.nsbdc.org

Most small business owners have very limited budgets when it comes to professional development training and educational programs. Fortunately, the Nevada Small Business Development Center (NSBDC) offers a variety of business-related workshops, seminars and courses. While there is sometimes a fee for advanced courses and materials, the NSBDC offers a wide range of free programs and services that can help you do everything from write a business plan to launch your company into international trade waters. Here's a brief look at some free NSBDC services:

Free Confidential Counseling

The NSBDC's professional counseling services are available free of charge to small business owners and prospective small business owners. While the definition of a small business varies depending on industry, 98 percent of all firms in the state of Nevada are qualified as small businesses and therefore qualify for this program. NSBDC clients are counseled by professionals who utilize their educational and business experience to provide practical, relevant advice. Counselors for the NSBDC office include:

- Full-time NSBDC Business Development Specialists
- Private consultants such as CPAs, business owners and trade association members
- University faculty
- Retired executives (SCORE - Counselors to America's Small Business)

Counseling services available through the NSBDC include assistance with:

- Marketing
- Accounting and record keeping
- Loan applications
- New business start-up
- Strategic planning
- Capital formation
- Management/human resources
- International trade
- Technology development assistance
- Business planning
- Business environmental assistance
- Internet assistance
- Demographic information
- Crisis/risk management

In addition to counseling, the NSBDC offers a variety of educational training seminars designed specifically for small businesses. Visit the Training Calendar section of www.nsbdc.org for more information! 



JOB

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You may think your smoke break is nobody else's business, but when you smoke near business doorways you may be putting the health of your coworkers, clients and friends at risk. Remember, there are no safe levels of exposure to secondhand smoke. In fact, non-smoking adults face the same health risks as smokers.

The next time you light up, think twice about whose life you're affecting, even when you're off the clock.

Stay AWAY from the pack.



John Grady



Tom Jenkin



Matthew Marsh



Seamus McGill



Andrew Pascal



Marilyn G. Winn

John Grady
Managing Director
Wells Fargo Insurance
Services

John Grady has more than 35 years of insurance industry experience, including more than 27 years with national insurance carriers. He brought his extensive background in design and delivery of benefits programs for national carriers, third party administrators, HMO's and multi-state employers to Las Vegas in 1978, and in 1999, founded Grady and Associates, focusing on employee benefits plans for all size employers. Grady and Associates was acquired by Wells Fargo Insurance Service in June 2009.

Tom Jenkin
President, Western Division
Harrah's Entertainment, Inc.

Tom Jenkin started his career with Harrah's Entertainment in 1975, as a fry cook. Today, Jenkin's division encompasses Harrah's Entertainment casino properties in Nevada, Arizona and California. Previously, Jenkin served as senior vice president and general manager of the Southern Nevada region. Under his leadership in 2003, Harrah's Las Vegas, the Rio All-Suite Hotel & Casino and Harrah's Laughlin produced record revenues. Jenkin is currently chairman of the Nevada Resort Association and is a

board member of the LVCVA and Las Vegas Events.

Matthew Marsh
President
First Class Vending, Inc.

Matthew Marsh graduated from San Diego State University in 1994, with a Bachelor of Arts degree in Speech Communication. After completing his education, Marsh returned to his native Los Angeles and founded First Class Vending, Inc. in March 1994. First Class Vending, Inc. has since grown from a one-route company to a 150-route operation with more than 190 employees. First Class Vending recently expanded its operation to Las Vegas and now offers vending services throughout the Southern Nevada area.

Seamus McGill
COO

Aristocrat, Americas
Seamus McGill has a multi-faceted background spanning more than 13 years in the gaming industry, including extensive experience in corporate management, international sales and marketing, and global expansion. Prior to joining Aristocrat, McGill was CEO of the Cyberview Group of Companies, a leading provider of server-based gaming technology. Prior to his time at Cyberview, McGill spent eight years at WMS Gaming, Inc. as executive vice president

and managing director of International Operations.

Andrew Pascal
President/Chief Operating
Officer
Wynn/Encore

Andrew Pascal has more than 15 years of casino industry experience. He crafted a new merchandising plan and product approach for the slot division of the Golden Nugget and later went on to manage proprietary game creation for Mirage Resorts' properties. Pascal also co-founded Silicon Gaming (which he sold to International Game Technology), which redefined the slot machine paradigm. Turning to internet gaming in 2001, Pascal became president/CEO of Wager Works and was responsible for guiding the company through its early stages of development.

Marilyn G. Winn
Regional President
Paris

Marilyn Winn is responsible for overseeing the day-to-day operations of Bally's and Paris Las Vegas and a combined total of more than 11,000 employees. Harrah's Entertainment has 40 properties in 12 states and three countries. It employs 95,000 and expects to generate \$8 billion in annual revenues. Winn has held several executive positions with the company, including senior vice president and general manager

of Harrah's Las Vegas and the Rio, senior vice president of human resources and senior vice president and general manager of Harrah's Shreveport Hotel & Casino in Louisiana.

President's Club New Members

Amonix, Inc.
Brian Robertson

Aristocrat Gaming Technologies

Seamus McGill
Dona Cassese
Rick Bowyer
Mark Morton
Will Shuirman
Nick Khin

First Class Vending, Inc.
Matthew Marsh

Forever 21, Inc.
Don Won Chang

Roberto's Taco Shop
Santo Rodriguez
Horacio Lopez
Jose Chairez

Board of Advisors New Members

AT&T
Stephanie Tyler-Jackson
Steven Menard

Expedia, Inc.
Michael Reichartz

Board of Advisors

Michael J. Bonner Shareholder

Greenberg Traurig, LLP

Michael J. Bonner is a member of the executive committee of the gaming law section of the State Bar of Nevada, the executive committee and board of trustees of the Nevada Development Authority and is Chairman-Elect of the Las Vegas Chamber of Commerce Board of Trustees. Bonner is routinely listed as one of the "Leading Individual" Corporate/Mergers & Acquisitions attorneys in Nevada and was recognized in September 2009 as one of the top lawyers in Nevada in the Legal Elite edition of *Nevada Business Magazine*.

Susan Cooper Executive Projects Manager Shift4

Susan Cooper joined Shift4 as executive projects manager. Her duties include charities officer, community relations specialist and internal management advisor. She also worked with Nobel Laureate James Watson at Cold Spring Harbor Laboratory. Cooper is a member of the Rotary Club, NWLV. Her education includes a Bachelor's in English at the University of California-Riverside and a Masters of Library Science at USC.

Tim Crowley President Nevada Mining Association

Tim Crowley has been president of the Nevada Mining Association since 2008. Prior to this position, he ran his own lobbying firm, the Griffin Crowley Group, was the director of public affairs for the Nevada Resort Association and served as the director of government and community relations for the Nevada Mining Association. Crowley is a native of Reno and graduated from the University of Nevada in 1992, with a Bachelor of Science degree.

Phillip Gardiner Program Manager CSC

Phillip Gardiner is the program manager for the Range Support Services (RSS) contract for CSC's Applied Technology Group. The RSS Program provides base operations,



Michael J. Bonner



Susan Cooper



Tim Crowley



Phillip Gardiner



Steve Hill



Bob Hoffman



Jerry Nadal



John Repetti



Troy Robinson



Richard S. Worthington

airfield management, facility maintenance, security, food services, lodging, vehicle maintenance, transportation and range maintenance services for the United States Air Force. Services are provided at Creech AFB, the Tonopah Test Range and throughout the Nevada Test and Training Range.

Steven (Steve) Hill Senior Vice President CalPortland

Steve Hill was the founder of Silver State Materials, a concrete, sand and gravel supplier in the Las Vegas area in 1987. Silver State was purchased by California Portland Cement Co., for which Hill serves as senior vice president. Hill is the Immediate Past Chairman of the Board of Trustees for the Las Vegas Chamber of Commerce. He is also a past chairman for Government Affairs for the Las Vegas Chamber, the Associated Builders & Contractors and the Associated General Contractors.

Bob Hoffman Regional Manager Wells Fargo Wealth Management Group

Bob Hoffman is the regional director of Wells Fargo Wealth

Management Group in Southern Nevada. Previously, he had the same role running the Southern California region. Hoffman has owned several companies including a financial group, publishing company, computer retail center and a commercial development operation. Hoffman holds a bachelor's degree from California State University at Humboldt. He is involved in ThreeSquare and is a former board member of the International Humanity Foundation.

Jerry Nadal Senior Vice President of Resident Shows Division Cirque du Soleil (U.S.), Inc.

Jerry Nadal is responsible for seven productions in Las Vegas, *Mystère*, "O" *ZUMANITY*, *KÀ*, *LOVE*, *CRISS ANGEL Believe* and *Viva Elvis*, as well as several other productions worldwide. Before joining *Cirque*, Nadal gained considerable experience in show business managing operations for a number of major shows including *Starlight Express* at the Las Vegas Hilton and 42nd Street, *Grease* and *Smokey Joe's Café* on North American tours. Nadal completed his MBA in Global Management with the University of Phoenix in 2005.

John Repetti Sr. VP/Director of Operations for the Downtown Region Main Street Station Casino, Brewery & Hotel

In February 2003, John Repetti was promoted to the position of senior vice president/director of operations for the Boyd Gaming downtown region. He is also the general manager of the Fremont Hotel & Casino and helps to oversee the day-to-day operations of that facility, as well as being responsible for all downtown Boyd Gaming properties. Repetti attended an international school of gaming before landing his first job as a dealer at California Hotel & Casino in January 1976.

Troy Robinson Area Manager Statewide Fire Protection

Starting with Statewide Fire Protection in 1997, Troy Robinson worked his way from designer to Las Vegas area manager in the course of 10 years. As area manager, Robinson oversees all projects in the Las Vegas metropolitan area. Born in Canada and raised in Colorado, Robinson received a B.S. in Civil Engineering from the University of Colorado in Boulder.

Richard S. Worthington President The Molasky Group of Companies

Richard Worthington has served as president and chief operating officer for Paradise Development Co. and The Molasky Group of Companies since 1998. The company has conceived, designed and constructed a diverse portfolio of regional, community and neighborhood retail projects, class-A office, high-rise residential and industrial spaces and has an extensive multi-family portfolio of properties. Prior to his association with the Molasky family, Worthington was a senior real estate advisor with the international accounting and consulting firm of KPMG Peat Marwick in Los Angeles.

1 Wednesday**Business Survival: Counseling Sessions**

Expert business professionals from SCORE will be on hand during **FREE** one-on-one counseling sessions exclusive to Chamber members to help assess your business concerns.

11:00 a.m., 1:00 p.m., 2:00 p.m.,
3:00 p.m., & 4:00 p.m.

One member per time slot

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

Complimentary for Chamber members only

**8** Wednesday**Business Education Series**

Discounts Available



Darren LaCroix

Presentations With a Punch

Discover the crucial elements of a powerful presentation, how and where to use humor and much more. Learn the biggest killer of presentations and the most common mistakes presenters make.

7:00 - 7:30 a.m. **Registration, networking & continental breakfast**

7:30 - 9:00 a.m. **Program**

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

\$30 for members, \$45 for non-members, \$55 for walk-ins

Sponsored by: **Chamber Insurance & Benefits, LLC**

Chamber Members:

Business Education Series Corporate Package:
Buy 3 seats, get 1 FREE (a \$30 value)!

8 Wednesday**Chamber Voices Toastmasters**

The Chamber Voices Toastmasters group is open to all members to aid in the development of speaking, presentation and leadership skills.

10:45 a.m. - 12:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

\$45 every six months, guests always complimentary

9 Thursday**QuickSTART Introduction: Business Start Up Basics**

Join the Las Vegas Chamber of Commerce and SCORE for this **FREE** seminar introducing you to the concepts of starting a new business. SCORE will guide you through a series of questions regarding your business idea and help you decide if you should move forward.

6:00 - 8:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

Complimentary for members and non members

**14** Tuesday**QuickSTART Session 1: Business Concepts**

Business Concepts is a workshop that gets you started developing a feasibility plan for your business. You will learn how to clearly identify the features or benefits of your product or service along with critical information about your industry, customers and competition.

6:00 - 9:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

\$99.95 package includes sessions 1 - 4,

\$150 for two from same company

\$34.95 individual session, workbook provided

**16** Thursday**Small Business Excellence Awards Lunch**

The annual Small Business Excellence Awards are the Las Vegas Chamber of Commerce salute to small business.

11:30 a.m. **Registration & Networking**

Noon - 1:15 p.m. **Program**

Paris Las Vegas, 3655 Las Vegas Blvd. S., 89109

\$50 for members, \$65 for non-members

\$70 for walk-ins

Exclusive Sponsor:

**21** Tuesday**Free Legal Solutions for Small Business**

Attorneys from the law firm of Holland & Hart will provide legal counseling to Chamber members. Lawyers will be on hand to provide counseling on commercial business transactions, employment matters, contract law, litigation, intellectual property law, bankruptcy and tax.

6:00 - 6:50 p.m. & 7:00 - 7:50 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

Two members per time slot,
advance registration required

Complimentary, Chamber members only

**21** Tuesday**QuickSTART Session 2: Marketing**

The QuickSTART Marketing workshop will help you start to develop a marketing plan to identify your target markets, create a consistent marketing message, and discuss different marketing methods.

6:00 - 9:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

\$34.95 individual session, workbook provided



Join the Chamber at the Small Business Excellence Awards Lunch

Nominees and winners are recognized for their contributions and dedication to excellence in small business in Southern Nevada.

Paris Las Vegas, 3655 Las Vegas Blvd. S., 89109

22 Wednesday

Chamber Voices

Toastmasters

See September 8 for details

23 Thursday

QuickSTART Introduction:

Business Start Up Basics

See September 9 for details

5:00 - 7:00 p.m.

Clark County Library, 1401 E. Flamingo Rd., 89119 (NEW LOCATION)

Complimentary for members and non members

28 Tuesday

QuickSTART Session 3:

Financial Projections

Financial Projections is a two-part workshop designed to teach you to develop financial projections to see if your business concept is feasible. You will look at start-up costs, operating expenses, financial statements, and the risks and rewards necessary to help manage your business.

6:00 - 9:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

\$34.95 individual session, workbook provided



29 Wednesday

Business After Hours Mixer

Join the Las Vegas Chamber of Commerce at B.B. King's Blues Club inside The Mirage for a unique and exciting networking event. This supper club-style restaurant and live music venue consists of four full-service bars in three different areas. Enjoy delicious southern appetizers, drink specials and the "B.B. King All-Star Band" who will have you jamming to music inspired by the King of Blues, the Queen of Motown and the Soul of Funk. Reservations Required.

6:00 - 8:00 p.m.

B.B. King's Blues Club inside the Mirage

3400 Las Vegas Blvd., 89109

Complimentary for members, non members \$30



RSVP policy

The Chamber has an RSVP policy that encourages early registration for popular programs and allows our event partners adequate time to prepare for functions. Any reservation made the week of an event will now be subject to a \$5 surcharge. If you have any questions or concerns regarding this policy, please call 702.641.5822



VEGAS YOUNG PROFESSIONALS

September Events

To RSVP for VYP events visit www.VegasYP.com

7 Tuesday

VYP Morning Buzz



Are you interested in learning more about Vegas Young Professionals? Join members of VYP for a small, informal meeting to learn more about VYP's membership, benefits, volunteer opportunities and more!

7:00 - 9:00 a.m.

Proforma Element 7, 6525 W. Warm Springs Rd. Ste. 100, 89118

Complimentary

13 Monday

VYP Toastmasters: Strip View Speakers



The VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills. Help yourself and take advantage of what VYP offers.

5:30 - 7:00 p.m.

The Platinum Hotel, 211 E. Flamingo Rd., 89169

\$60 to join, \$36 every six months

16 Thursday

VYP Excursion: GolfTec



Calling all golf enthusiasts! No matter your level of play, you can always improve your swing at GolfTec! Join VYP for an exclusive networking event with critiques from a pro. Plus, enjoy fun contests!

6:00 - 8:00 p.m.

GolfTEC Henderson, 1570 Horizon Ridge Parkway, 89012

\$15 for members; \$30 for non-members.

23 Thursday

VYP Fusion Mixer



VYP invites you to the September Fusion Mixer at the newly opened PBR Rock Bar and Grill! This venue is the ideal Strip-side location to kick back, enjoy great food and drink and network with fellow VYPers.

6:00 - 8:00 p.m.

PBR Rock Bar and Grill in the Miracle Mile Shops at Planet Hollywood

\$10 for VYP members, \$15 for non-members

27 Thursday

VYP Bigwig Lunch Time

Join VYP for this month's Bigwig Lunch Time featuring Las Vegas Chamber of Commerce President & CEO Matt Crosson. Enjoy an exclusive, informal luncheon, while Matt shares his vision for the Las Vegas community.

11:30 a.m. - 1:00 p.m.

\$35 for VYP members only



Sponsored by:

LAS VEGAS SUN

27 Monday

VYP Toastmasters: Strip View Speakers

See September 13 for details

Ribbon Cuttings



Miller's Ale House

Miller's Ale House is proud to announce the grand opening of its Las Vegas location. Bringing value and variety to Town Square in a casual dining restaurant with a sports and nautical theme twist. Call 702.616.3414 or visit www.millersalehouse.com.



New U Natural Beauty

New U Natural Beauty offers permanent makeup, organic skin care, waxing, eyebrow threading, eyelash extensions, airbrush tanning, acne permanent care treatment, face allergy treatment, breast enhancement, weight loss, skin pigmentation treatment, etc. Call 702.321.5195 or www.newulasvegas.com.



National Technical Institute

National Technical Institute (NTI) offers comprehensive, affordable training in air conditioning, refrigeration and heating. NTI is licensed by the NV Commission on Postsecondary Education and is an approved training provider for the Workforce Investment Act. Call 702.948.9000 or visit www.ntitraining.net.



Forever 21

President's Club

Forever 21 opened its newest store at Fashion Show on July 24, with 2,000 shoppers waiting in line. Attending the ribbon cutting ceremony were executives from Forever 21 including; Mr. Don Chang, CEO & Founder, Congresswoman Shelley Berkeley, Mayor Oscar Goodman and Commissioners Rory Reid and Chris Giunchigliani.



Keating Management Services, LLC

Keating Management Services, LLC has provided bookkeeping and accounting to businesses and individuals since 1999. Ken Keating is a Certified QuickBooks ProAdvisor with extensive experience in small business startups, training of staff, and ongoing bookkeeping needs. Call 702.982.0053 or visit www.keatingmanagement.com.



La Quinta Residence Elderly Care

La Quinta Residence Elderly Care has provided a home-like family setting for the past twenty years. Its home offers a variety of professional services, including: transportation to hospitals, therapeutic massage and the new Fanny Wrapper incontinence protective undergarment. Call 760.564.8916 or visit www.laquinteresidence.com.

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or e-mail gallen@lvchamber.com.



Expedia

Board of Advisor

Expedia celebrated the expansion of its corporate travel division, Egencia, with a ribbon cutting ceremony at its Las Vegas headquarters on June 30. Call 702.938.2100 or visit www.expedia.com.



Las Vegas Entertainment Hall of Fame

Las Vegas Entertainment Hall of Fame establishes an archive of memorabilia to assure the entertainment history for future generations and to preserve the memories of people that have contributed to the entertainment industry. Call 702.443.8640 or visit www.slackent.com.



A Round of A Paws

A Round of A Paws Pet Boarding and Spa is proud to announce the grand opening of its new Henderson location. This resort is located at 3255 St. Rose Pkwy., Ste. 170. It specializes in a variety of playtimes and services. Call 702.462.9700 or visit www.aroundofapawsresort.com.



Integra IT Solutions



Integra IT Solutions is proud to announce its new Las Vegas location at 4175 N. Rancho Dr., Ste. 110. Integra offers computer support in a wide variety of areas to both small businesses and private individuals. Call 702.505.9418 or visit www.iitlv.com.



Ashley Furniture Home Store

Ashley Furniture Home Store is proud to announce the grand opening of its third Las Vegas area store in downtown. Located at 91 S. Martin Luther King Blvd., it specializes in stylish yet affordable furniture and accessories for your entire home. Call 702.450.4663 or visit www.ashleyfurniturehomestore.com.



Roberto's Taco Shop

President's Club

Roberto's Taco Shop celebrated its newest location at 2240 W. Horizon Ridge Pkwy., Ste. 140, Henderson. Roberto's is open 24/7, 365 days a year. Santos Rodriguez is the store manager. Roberto's Taco Shop has been in business since 1964, and originated in San Ysidro, CA. Call 702.260.7010 or visit www.robertostacoshop.com.

Ribbon Cuttings...continued



Sweet Tomatoes

Sweet Tomatoes is an all-you-care-to-eat dining experience with a daily selection of made from scratch soups and salads with hand-crafted muffins, focaccia breads and tasty desserts. Sweet Tomatoes is located at 9460 W. Flamingo Rd. Call 702.242.0277 or visit www.sweettomatoes.com.



Bishop Air Service

Bishop Air Service celebrates its Las Vegas Chamber membership at 301 Sunpac Ct. in Henderson. Bishop Air has been providing its customers with solutions for all of their air conditioning, heating, refrigeration and solar energy needs since 1992. Call 702.565.9800 or visit www.bishopair.com.



TouchPoint Marketing

TouchPoint Marketing specializes in bringing new customers to businesses in Southern Nevada with a unique blend of broadcast advertising and internet marketing. President & CEO Michael Watkins, VP of Operations Nicole Dupre, and Project Manager Nina Thomasian celebrate its new Chamber membership. Call 702.270.8772 or visit www.touchpointma.com.



Las Vegas Errands

Las Vegas Errands is your personal courier for all your document and package needs. Offering pick up and waiting services from the DMV, courthouse, casinos, etc. Las Vegas Errands accepts credit and debit cards and is available 24/7. Call Al Gomez at 702.302.7146 or visit www.mylasvegaserrends.com.



GEOTEMPS, Inc.

As the established leader in professional personnel services to the mining and minerals industry, GEOTEMPS, Inc. stands with the industry at public hearings, in government lobbying efforts, with necessary business donations and through generous support of various industry associations. Call 702.553.1069 or visit www.geotemps.com.



KidsPeace Foster Care and Community Programs

KidsPeace Foster Care and Community Programs, located at 1785 E. Sahara Ave., Ste. 445, proudly celebrated its Open House on June 23. KidsPeace is a national children's charity dedicated to serving the behavioral and mental health needs of children, families, and communities since 1882. Call 702.576.0533 or visit www.kidspeace.org.

New Members

Premier Members

Cloud Apps Now.Com
Chantal Seeley
Kristy Nare

Steve Beyer Productions, Inc.
Steve Beyer

New Members

3 Day Blinds
Randy Wilcox

702benefits.com
Kirby Scofield

911 Collision Centers of Nevada
Pat O'Neill

A Round of a Paws Pet Boarding and Spa
Janet Fairfield

AKSL, LLC
Sophia Luciani

Allen Group Insurance, Ltd.
Jeff Allen

Alliance Insurance Agency, LLC
Rainy Justice

Aloha Aquatic Center, LLC
Kathi MacDonald

Always & Forever Wedding Chapel
Raquel Ryan

AMS Insurance
Thomas Steele Venable

Angelina's Pizzeria
Joe Djavairian

Ashley Furniture HomeStore
Michael Jedlowski

AXA Advisors
Patrick Kearns

Benefits by Design
Dixie Bower

BK Flooring
Brett Beck

Black Mountain Productions, Inc.
Bryan Ostaszewski

The Blue Store, LLC
Dwight Mazzone

Cabana Construction
Dixon Ronk

Care Minded Home Care
Rick Beavin

Carla Giampa

Circle T & Associates
Dondi Turner

Clemensen Insurance Services
Greg Clemensen

Comstock Insurance Agencies, Inc.
Joy Gardner

Contiguity
Ray Stirbei

Cost Containment Strategies, Inc.
Barry Siskind

Crisea Jewelry Design
Christy Anderson

Culligan Water
Steven Orrico

Design Connection, LLC
Denise Lahav

Dreaming Tree, Ltd.
Rachelle Hulet

Dunbar Home Inspection
Jim Dunbar

Dutchman Veterinary, LLC
Robert Laughlin

East Side Pizza
Shaun Conboy

Elite Car Company, LLC
Hassan "Fred" Zarebi

Enviro Nuclear Services
Abdelhalim Alsaed

Falcon Ridge Hotel and Falcon Ridge Golf Course
Stuart Platt

Feisty Enterprises Group, LLC
Kelly Whetstone

First Class Vending, Inc.
Kevin Grundy

Frontier Gastroenterology Center
Frank Paris

Gigi's World Inbound & Outbound Mobile Educational Childcare Providers, LLC
Gigi Brooks

Harris & Frank
Robert Fischer

Harshman Excavating Corp.
Linus Wippel

Vicki J. Harvey & Associates, Inc.
Vicki Harvey

Hawthorn Suites by Wyndham Las Vegas/Henderson
Stuart Platt

Income Planners, LLC
Barry Stull

International Vintage Wine Cellar, Inc.
Eileen Devito

ITEX Business Barter Network
David Heller

Jos. A. Bank Clothiers, Inc.
Dennis Lewis
Ahmad Rasol

JT Sales & Marketing
John Torres

Karate Karaoke, LLC
Rebecca Hampton

Kautzman Insurance Services
Frank Kautzman

La Quinta Residence Elderly Care
Fanny Ramirez

Las Vegas Colon Hydrotherapy School & Clinic/Colonics by Anna Bella
Donna Decarolis

Las Vegas Entertainment Hall of Fame
Gabriel Maciocia

Legacy Leaders Las Vegas Centre
Jennifer Mc Hugh

Mac Insurance, Inc.
Ray Macfarlane

Microtel Inn & Suites Las Vegas Strip South
Stuart Platt

Myers & Associates, LTD/Primo Painting
Tori Staben

National Technical Institute/ Bishop Air Service
Cheri Rosenbaum

New York Life
Neal Waters

Paladin Advanced Automotive
Damon Coats

Performance Investment Management, Inc.
Raymond Seakan

Peterson Magic, Inc.
Margaux Plumly

Power of Freedom International, LLC
David Thawley

PR Plus
Laura Herlovich

Prime Sports Packages
Erin Pederson

Pro Circuit Electric, Inc.
Shari Dawes

Prosecco, LLC
Ziva Bekhor

Radiant Smiles-Harmon Radiant Smiles-Nellis Radiant Smiles-Southwest Radiant Smiles-Summerlin
Tivona Betz

Rainforest Essentials
T J Beatty

Red Zone Auto Repairs
Ramon Jimenez

Richard Mignone Insurance Services, Inc.
Richard Mignone

Richard Peterson RM Creative Consulting, Inc.
Ruth Mummy

Rodan & Fields
Kelly Garrett

Sam's Club Merchant Credit Card Processing- First Data
Charles Jentzsch

Seed Capital
James Saia

Shea Villamor

Sherwin J. Gilbert, CPA, Ltd.

Sid Guliford Painting, LLC
Mary Ann Guliford

Significance Dental Specialists
(Allen Huang, DMD, MS)
Amy Huang

Southland Consulting Group
Sean Stringer

Summerlin Auto Body
David Medsker

TAM
Michael Phillips

THCS Insurance Services, Inc.
Fredrick Wiener

T-Insurance & Services
Estel Tarwater

Trifecta Gallery
Marty Walsh

USAMotorSales.com
Russell Villamaria

Western Sage Insurance Services, Inc.
Rick Morache

The Wright Firm, Inc.
Craig Wright

WSP Flack & Kurtz
Kenneth Stewart
Steve Albrecht
Jason Noldon

Zorate.com
Moses Kusasira

Editorial Policy:

The Business Voice is a member newsletter of the Las Vegas Chamber of Commerce.

The Las Vegas Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of *The Business Voice* can be addressed to Vice President of Marketing, Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. South, Suite 300, Las Vegas, NV 89119.

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Social media offers marketing options for every business



By Dave Archer, CEO, NCET (Nevada's Center for Entrepreneurship and Technology)

With so many different social media platforms available these days, it often makes beginners ask themselves, where do I start? How do I know which site is most appropriate for my business? Here's a quick overview of some of the most popular social media sites business owners are using today.

LinkedIn  **LinkedIn**
www.linkedin.com

LinkedIn has more than 70 million members in more than 200 countries and boasts membership from executives in all Fortune 500 companies. When you join, you create a profile that summarizes your professional expertise and accomplishments. You can then invite contacts to join LinkedIn and “connect” to you. Your network consists of your connections, your connections’ connections, and so on. Some of LinkedIn’s features include the ability to find and be introduced to potential clients, service providers and subject experts who come recommended by others in your network; create and collaborate on projects, gather data, share files and solve problems; be found for business opportunities and find potential partners; gain new insights from discussions in private group settings; and post and distribute job listings to find the best talent for your company. LinkedIn’s base membership is free. The site also offers a “premium version” of accounts that provide an expanded set of tools for helping you build your network.

facebook  **Facebook**
www.facebook.com

A bit more informal in nature, Facebook is used by millions of people every day for a variety of different purposes – primarily sharing news, photos, videos and information via blogs and messaging features. While adding a profile to Facebook is free, to utilize e-commerce and business features, it’s advisable to open a business account, which gives you an expanded ability to promote your products and services, buy advertising and even sell directly online. While Facebook is fairly easy to use, regulating content can prove tricky. The Facebook concept of extending and accepting “friend” offers to expand your network opens your pages and information to a great many people. This can be good for attracting potential new customers - and yet tricky for regulating what others can post about you and your business.

twitter  **Twitter**
www.twitter.com

Twitter is a micro-blogging platform that allows businesses and individuals the opportunity to instantaneously update their subscribing “followers” with doses of “mini info.” Businesses can use Twitter to quickly share information with people interested in their companies, gather real-time market intelligence and feedback, and build relationships with customers, partners and employees. Twitter allows users to write and read messages of up to 140 characters. Many small businesses use Twitter to promote sales and generate instant interest in their business. For example, a coffee shop might send out a “tweet” that reads, “free coffee for the next 20 customers,” or a clothing store might use the feature to promote a one-hour sale on swimsuits. Twitter accounts are currently free of charge.

You Tube  **YouTube**
www.youtube.com

YouTube is a video-sharing forum. If you visit YouTube you’re likely to find video instruction on how to do just about anything – from cutting your own hair to flushing an airplane engine. Business owners have started using the popular forum for featuring product demos and sharing videos from programs, seminars and events. It’s free, simple and easy to use, and you can add links directly to your own company’s website.

Most social networking sites also have built-in cross-promotion features, allowing you to link your numerous accounts and profiles to one another, and to your own company website. In our next column, we’ll start going in-depth with each of these social media platforms, providing step-by-step details on how to make the best use of each of these innovative new forums. **BV**



healthy businesses thrive

You already know how important your employees are to your small business. Providing quality health insurance is an important factor in keeping them and your business thriving. Did you know a Las Vegas Chamber of Commerce membership is the key to affordable coverage?

Thousands of Las Vegas Chamber of Commerce member businesses with 2-50 employees are already taking advantage of the Chamber Insurance & Benefits plan.* With the bargaining power of big business, our member brokers can easily tailor a plan to suit the health insurance needs of your small business.

For more information, contact Chamber Insurance & Benefits at:

702.586.3889

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Las Vegas Chamber
of Commerce

*Some restrictions and eligibility requirements may apply. CI&B is a wholly owned subsidiary of the Las Vegas Chamber of Commerce.

Photo Gallery **White Hot 4**



Melissa Skipworth connects with Tony Manzanares at "White Hot 4" at Moon Nightclub at the Palms on August 19.



VYP members Lanette Rivera and Tiffany James show off their white attire at VYP's 4th Annual White Hot Fusion Mixer.



The crowd gathers around for the white hot business card drawing.



Silver Sponsor Verizon creatively showed off their products to VYP members and guests at the event.



VYP Advisory Council, Ambassadors and volunteers get ready for the big event.



Bronze Sponsor Metro PCS prepares to wow the VYP crowd at their VIP table at "White Hot 4."

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VYP members and guests enjoy a quick photo op in between networking with fellow young professionals. From left to right: Shelly Montague, Roxana Moore, Ashley Powroznik, Shauna Reisweber, Thomas Richardson and VYP Coordinator Joanna Rodriguez.

“City National goes the extra mile.”

Nevada Tire City is a family-owned business, started by Shannon’s father in 1974. We’re a distributor, a wholesaler and an automotive center. Being family-owned, we wanted a bank that would treat us like family. At City National, they understand our needs and genuinely care how our business is doing.

They provide solutions like Treasury Net, which makes it easy to do all our banking online, 24 hours a day. We have our personal accounts with City National, too. We work six days a week, so it’s a big help to do our personal and business banking at the same location.

City National is *The way up*® for us and our business.

Dawn & Shannon Scheeler
Owners, Nevada Tire City

View the Scheeler’s complete story at cnb.com/thewayup.
For a relationship you can trust, call (702) 583-6264.



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In its ongoing commitment to providing Chamber members with cutting edge, cost effective and comprehensive business insurance coverage options, Chamber Insurance & Benefits, LLC recently announced a partnership with Sequoia Insurance Co. Sequoia is a western regional insurance carrier that has been in business since 1946. The company specializes in commercial lines of insurance products, including workers' compensation, business owners' policies, business auto policies and commercial umbrella coverage.

"We are very excited with this opportunity to partner with the Chamber Insurance & Benefits to bring forward our line of small business products for members," says Matt Zender, AVP Claims & Workers' Compensation at Sequoia Insurance Co.

Sequoia prides itself on "leveraging the collective voice of many for the benefit of one," allowing small businesses to enjoy comprehensive, tailored benefits in the insurance arena usually reserved only for larger companies.

"We are partnering with Chamber Insurance & Benefits, LLC to put forward a unique approach to insurance coverage," says Zender.

"In addition to preferred pricing on specialized insurance products and packages, we will work with the Chamber to identify the specific needs of members for what we think of as 'industry vertical training.' We will provide online resources as well as training seminars that will empower small business owners to take the steps necessary to protect themselves, their employees and their investment in their businesses."

Sequoia Insurance features workers' compensation, property, liability, auto, umbrella and employment practices liability insurance for small to medium sized businesses. By providing flexible coverage using a broad underlying form coupled with unique coverage options, the coverage and pricing is uniquely tailored to the needs of each business.

Zender estimates that as many as three-quarters of the Chamber's membership will be eligible to take advantage of the Sequoia ENTERPRISE™ policy. Additionally, Zender anticipates that more than 80 percent of Chamber members will be eligible for Sequoia's workers' compensation coverage, which includes effective claims management, a commitment to return the injured worker to the job once medically practical and guaranteed timeliness of response to claims.

As a member of the Chamber's President's Club, Zender says Sequoia has long been impressed by the way the Chamber organization is operated and the wide array of business resources and benefits his company has been able to utilize as part of its membership. "The support we have received as Chamber members ourselves has always made renewing our membership a smart business decision," says Zender. "We believe this new partnership will allow us to demonstrate our commitment to the Las Vegas business community by offering leading edge insurance products, a wealth of educational and informational products and services, as well as preferred pricing available exclusively to Chamber members."

Subject to underwriting, Chamber members in good standing are eligible for a discount on insurance premiums. Enrollment with the program also provides the insured with access to training seminars and online legal resources. This benefit is written by appointed independent agents who are members of the Las Vegas Chamber of Commerce. **IBV**

All policies are subject to underwriting and eligibility. Coverage is offered through agents in the Las Vegas community that are Las Vegas Chamber of Commerce members recognized by Chamber Insurance & Benefits, LLC. For more information, visit www.chamberib.com, email info@chamberib.com or call 702.586.3887.



Featured Products

Sequoia EDGE™ provides flexible coverage using a broad underlying form including ten coverages, with optional limit selections. An Extender Endorsement provides an additional 27 coverages which can be purchased collectively or selectively.

Sequoia ENTERPRISE™ is designed for small businesses with property values under \$10 million, annual sales receipts of less than \$5 million and payroll of less than \$500,000.

Sequoia ENTERPRISE™ provides an extensive line-up of property and casualty coverages for retail, service, wholesale, manufacturing and habitation classes of business.

SMARTrac is Sequoia's leading online risk management solution, providing safety and/or human resources managers instant access to the tools they need to help them manage safety and risk more efficiently and cost effectively.

Employment Practices Liability Insurance is an inexpensive, comprehensive product to protect businesses from employment-related lawsuit exposure.

Sequoia Workers' Compensation covers losses arising out of workers' compensation coverage. Sequoia's approach is outcome focused, with safe return to work as the desired objective. By providing employers with the tools to minimize losses, they look to prevent incidents from occurring.



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Candidate endorsement process driven by pro-business agenda



Members of the Las Vegas Chamber of Commerce play an important role in the election of our state's leaders. Your engagement is essential in enabling the Chamber to help protect and preserve the priorities of the business community before Nevada's policy makers.

For the November 2010 election, the Chamber has endorsed candidates in select offices such as State Constitutional offices, Nevada State Senate and Nevada State Assembly. The Chamber traditionally does not endorse or financially support federal candidates such as the United States Senate or the U.S. House of Representatives. The

Chamber-endorsed candidates understand the challenges that our members face everyday, especially during these difficult economic times.

These candidate endorsements are made by the Chamber's Government Affairs Committee. The Government Affairs Committee is a 17-member volunteer committee of various business leaders in the community. The committee meets on a monthly basis to guide the Chamber in its political endeavors such as in the selection of those who represent the best interests of business through candidate endorsements, contributions and grass roots campaign support.

The Chamber is committed to ensuring that the best pro-business candidates are elected or re-elected into office. Watch for a comprehensive endorsed candidate list in the October issue of the *Business Voice*. **BV**

President's Message

continued from page 3

Of course, we have a lot to do before that vision of a diversified economy becomes reality. Item number one on the near-term agenda has to be helping the valley's small businesses get through the remainder of the recession and get on the comeback trail. That is a responsibility the Chamber takes very seriously, and this month, we are going to launch new programs and new benefits aimed at accomplishing exactly that.

The week of September 13 will be devoted to small businesses and how all of us in this community can help them not just survive, but begin to grow and add jobs again. Small businesses create more than 80 percent of the jobs in this

country, so this recession will begin to end when, and only when, they become more secure financially. This community can help that happen, and so can the Chamber.

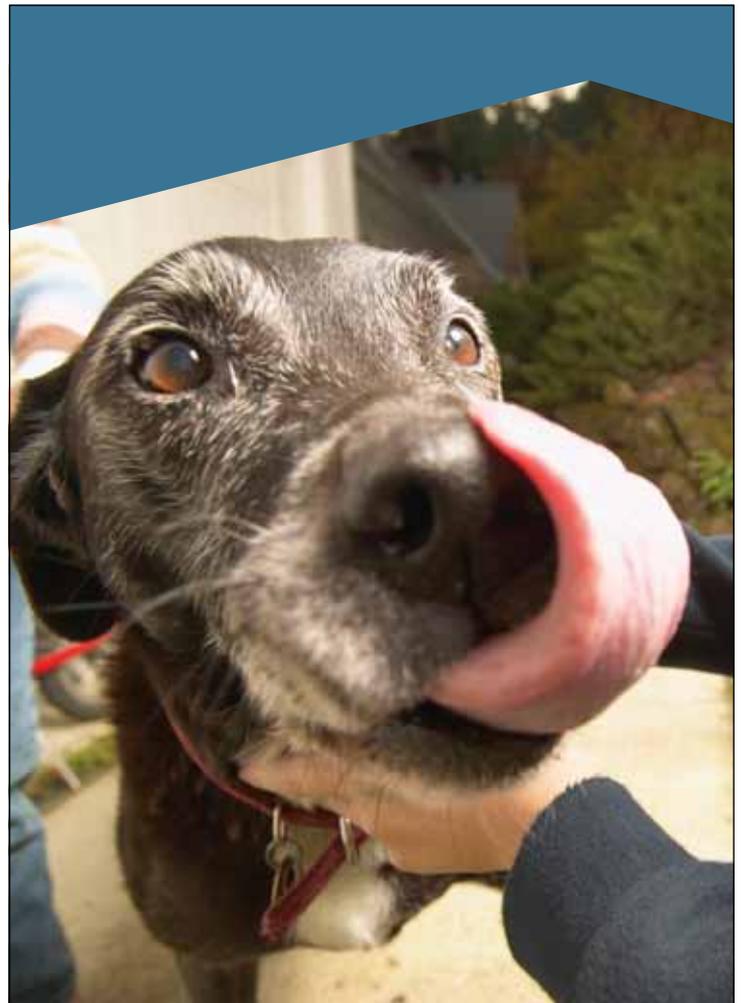
So, there are more changes, more new Chamber services, coming soon. A web-based marketplace for Chamber members to sell to the entire region; more productive networking to build business leads; and help with business problems of all kinds. Watch during the week of September 13 and you will see much, much more of the power of the Chamber to help your business and thousands of others around Las Vegas. **BV**

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Three Square



Three Square is the valley's food hub - a central location where donated and rescued food can be collected and distributed. The organization provides bakery, produce, dairy, non-perishable products and ready-to-eat meals to non-profit and faith-based organizations. It also facilitates childhood and senior nutrition programs. Three Square serves as a place for members of the community to meet, serve and collaborate as part of the food solution. A national model project, Three Square is a community collaborative partnership with the gaming industry, businesses, non-profit agencies, food distributors, educational and governmental entities, the media and hundreds of volunteers. For more information, visit www.threesquare.org.



The Neon Museum and Boneyard

The Neon Museum has been collecting the old or non-functioning marquees of Las Vegas for years. Formerly located at sign manufacturer YESCO's production lot, the signs were moved to their current location nearly 10 years ago in order to better serve the hundreds of tourists who stopped by

and wanted to see the old Vegas relics. Although many of the signs have been relocated downtown to the Fremont Street Experience and East Fremont district, visitors will find that the Neon Boneyard continues to build and preserve its collection with items from newly- imploded or remodeled Las Vegas hotels. To learn more, visit www.neonmuseum.org/the-boneyard.

needs of our customers and to have fun, and thus the idea of offering recycling services to all of our customers was born. Some customers had inquired about it, we had made it successful internally, and we felt it was the right thing to do for our community. We knew we had to make it easy and convenient, in compliance with applicable Clark County recycling and solid waste guidelines, and cost effective. We also knew that space was at a premium as many of our customers had downsized due to economic conditions.

After initial research, we met with Evergreen Recycling founder Rob Dorinson – a connection I made through the Chamber - and members of his team to explore solutions. I knew that Evergreen was a like-minded, community-focused organization that also enjoys a great reputation for customer service and integrity. And thus, a relationship was established that enables Shred-it to offer a one-container solution for its customers.

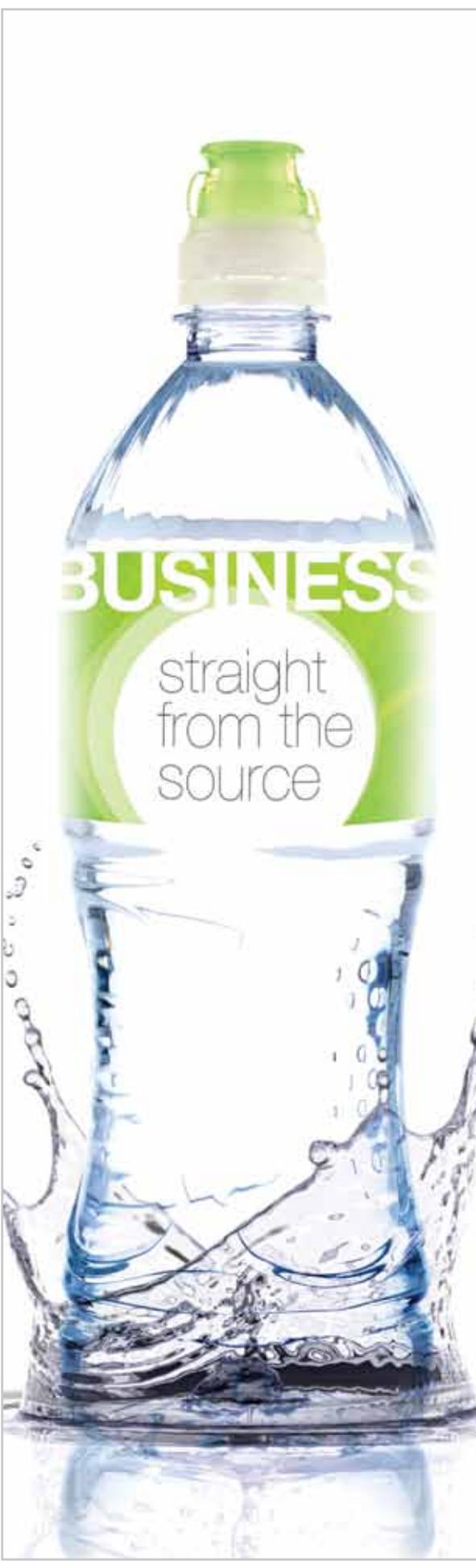
I tell this story for a couple of reasons. First, it is hard to keep employees motivated during tough economic times. Business may be down or their own financial worries may be weighing on their minds. By coming together as a team and finding new ways to be innovative and better, created a sense of community amongst our staff. They were motivated by the challenge and passionate about reaching this goal. This enthusiasm spilled over into the entire operation and how we were doing business. Building enthusiasm doesn't take a lot of resources; it takes creating a bigger purpose for your business that taps into your employees' sense of pride and fulfillment.

Second, it is always a good time to explore new business relationships and partnerships. It's not simply about promoting your own products and services. Connecting with other business owners and developing ways to work together can help you become more innovative, tap into new customer needs, and propel your business to come out ahead. The Chamber is the best place to make these contacts and develop new partnerships.

I've just shared one initiative that we've taken across the goal line, but here's the great news. On September 16, at the Chamber's Small Business Excellence Awards, you have the unique opportunity to learn what at least 15 innovative small businesses are doing right now to successfully march through the current economy and onto greater days tomorrow.

Applying for a Chamber Small Business Excellence Award in 2008 is what got us started on developing our recycling program, and we were inspired to apply after attending the Small Business Excellence awards luncheon in 2007, and hearing about the finalists that year.

This event promises to inspire you to do even greater things in your business. I hope to see you there.



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